

FAIRS NEWSLETTER – Winter 2009

2009 Fair Dates

The 2009 fair dates are available on the TDA website at www.picktnproducts.org.

Tennessee Fair Facts:

- Approximately 3.2 million people visited Tennessee fairs in 2008
- Fairs paid out \$1.1 million in agricultural premiums to exhibitors
- Over 200,000 agricultural exhibits at fairs
- Over 75,000 agricultural exhibitors at all fairs
- Fairs had approximately \$13 million in gross receipts last year
- Over 13,000 volunteers put in over 371,000 volunteer hours at all fairs in 2008.

2010 Tennessee Association of Fairs Convention

The 88th annual convention of the Tennessee Association of Fairs will be held January 14-16, 2010, at the Nashville Airport Marriott, Nashville, TN. For more information contact the TAF at 931-438-7242. The annual convention will include national speakers, educational workshops, fair showcase, agricultural competitions, trade show, auction, entertainment showcases, and State Fairest of the Fair competition. One of the highlights is the fairs Merit Awards banquet where approximately 55 fairs compete for state and regional awards in the categories of champion, runners-up, and most improved.

TENNESSEE ASSOCIATION OF FAIRS Convention 2009...

With the theme, *“Tennessee Fairs: Visions of the Future.....Through History of the Past”* the 87th annual convention of the Tennessee Assn. of Fairs was held Jan. 15-17, 2009, at the Nashville Airport Marriott Hotel. Over 900 fair member volunteers from 60 county and regional fairs participated in the convention that featured national speakers, educational workshops and various competitions.

The convention featured the 11th *Annual Fair Showcase* exhibits and competitions, the Award of Merit recognitions, and the closing evening awards banquet with the highly anticipated announcement of winning Tennessee fairs for 2008. Winners are listed below.

The 88th Annual Convention of the Tennessee Assn. of Fairs will be held January 14-16, 2010, in Nashville. For more information on the Tennessee Assn. of Fairs contact Emily Pitcock, Executive Sec., 123 Clark Mill Road, Fayetteville, TN 37334, or visit their website at www.tennesseefairs.com.

2008 Fair Awards...

The Middle Tennessee District Fair in Lawrenceburg was named the prestigious Champion of Champions for 2008 during the 87th annual convention of the Tennessee Assn. of Fairs in Nashville on January 17, 2009. The awards are sponsored annually by the Tennessee Department of Agriculture and the Tennessee Association of Fairs, the state organization representing Tennessee's fair industry.

Fifty-four of the state's top county fairs were recognized with the “Award of Merit” based on overall operations, educational value and promotion of local interest in agriculture and community spirit. Other winners were:

2008 Winners

Division A

State Champion: Overton County Fair, Livingston, Tennessee
1st runner-up: Morgan County Fair, Wartburg
2nd runner-up: White County Fair, Sparta
Most Improved: Houston County Fair, Erin

Division AA

State Champion: Dyer County Fair, Dyersburg
1st runner-up: Lincoln County Fair, Fayetteville
2nd runner-up: Obion County Fair, Union City
Most Improved: Henry County Fair, Paris

Division AAA

State Champion Putnam County Fair, Cookeville
 1st runner-up: West Tennessee State Fair, Jackson
 2nd runner-up: Anderson County Fair, Clinton
 Most Improved: Foothills Country Fair, Cleveland

The **Overton County Fair, Dyer County Fair, and Putnam County Fair** will compete in November 2009 for State Champion of Champions for 2009.

2009 Fair Showcase Highlights Fair Promotions & Ideas

The 11th *Annual Fair Showcase* competition, sponsored by the Tennessee Department of Agriculture and the Tenn. Association of Fairs, was held during the TAF Annual Convention January 2009. Thirty-nine counties participated in this event. The Fair Showcase featured a record number of 435 entries competing in 40 categories for over \$3,000 in ribbons, trophies and prize money. The TAF awarded \$50 for 1st place, \$20 for 2nd Place, and \$10 for 3rd place for these educational entries and exhibits. Each 1st place winner also received a trophy. Category and fair winners are:

Category	1 st Place	2 nd Place	3 rd Place
Premium Book	Warren Co. Fair	Henry Co. Fair	Williamson Co. Fair
Premium Tabloid	Putnam Co. Fair	Wilson Co. Fair	Cheatham Co. Fair
Fair Brochure (folded informational pamphlet)	Anderson Co. Fair	Jefferson Co. Fair	Lincoln Co. Fair
Showbill (8x10 or 8x13 paper with promo. ad)	Tenn. State Fair	Jefferson Co. Fair	Wilson Co. Fair
Flyer (flat single information sheet)	A. group	Henry Co. Fair	Tenn. State Fair
	B. group	Dickson Co. Fair	Sequatchie Co. Fair
Poster (large printed paper that can be attached)	Overton Co. Fair	Jefferson Co. Fair	Williamson Co. Fair
Letterhead	Anderson Co. Fair	Sequatchie Co. Fair	Fentress Co. Fair
Envelope	Anderson Co. Fair	Wilson Co. Fair	Cheatham Co. Fair
Scrapbook "A" Division	Fentress Co. Fair	Sequatchie Co. Fair	Van Buren Co. Fair
Scrapbook AA Div.	Dyer Co. Fair	Cocke Co. Fair	Dickson Co. Fair
Scrapbook AAA Div.	Wilson Co. Fair	Williamson Co. Fair	Cumberland Co. Fair
Scrapbook Regional Div.	Tenn. Valley Fair		
Pick Tenn. Products - exhibit 8x10 photo	Foothills Country Fair	Wilson Co. Fair	Sequatchie Co. Fair
Decorative & ornamental gourds	Sequatchie Co. Fair	Sevier Co. Fair	Macon Co. Fair
Pieced quilt (hand pieced & hand quilted)	Wilson Co. Fair	Overton Co. Fair	Clay Co. Fair
Pieced quilt (machine pieced & machine quilted)	Clay Co. Fair	Gibson Co. Fair	Macon Co. Fair
Fair Display - free standing	Macon Co. Fair	Wilson Co. Fair	Fentress Co. Fair
Fair display - table top	Foothills Country Fair	Sevier Co. Fair	Fentress Co. Fair
Other fair promotional items	Wilson Co. Fair	Williamson Co. Fair	Fentress Co. Fair
(bumper stickers, buttons, etc.)			
Website page	Williamson Co. Fair	Tenn. Valley Fair	Henry Co. Fair
Video - (DVD or VHS 3-5 min.)	Dyer Co. Fair	Williamson Co. Fair	
Creative Fair idea – Agricultural	Fentress Co. Fair		
Creative Fair Idea (other than agriculture)	Wilson Co. Fair	Sevier Co. Fair	Gibson Co. Fair
Fair Hat - screen printed theme	Coffee Co. Fair		
Fair Hat - screen printed logo	Cocke Co. Fair	Houston Co. Fair	Dickson Co. Fair
Fair Hat – embroidered theme	Cumberland Co. Fair	Lincoln Co. Fair	

Fair Hat – embroidered logo	Anderson Co. Fair	Coffee Co. Fair	Foothills Country Fair
Fair T-shirt – screen printed theme	Dyer Co. Fair	Gibson Co. Fair	Macon Co. Fair
Fair T-shirt – screen printed logo	Sevier Co. Fair	Cumberland Co. Fair	Dyer Co. Fair
Fair T-shirt – embroidered theme	Fentress Co. Fair	Cocke Co. Fair	Gibson Co. Fair
Fair T-shirt embroidered logo	Cocke Co. Fair	Clay Co. Fair	Cheatham Co. Fair
Denim Shirt -Collar screen printed theme	Fentress Co. Fair		
Denim Shirt - collar screen printed logo	Fentress Co. Fair	Cocke Co. Fair	Dyer Co. Fair
Denim shirt -collar, embroidered theme	Fentress Co. Fair	Gibson Co. Fair	
Denim Shirt - collar, embroidered logo	Coffee Co. Fair	Cocke Co. Fair	Lincoln Co. Fair
Fair shirt - collar, screen printed theme	Fentress Co. Fair		
Fair shirt - collar, screen printed logo	Cocke Co. Fair	Dyer Co. Fair	
Fair shirt - collar, embroidered theme	Cocke Co. Fair	Dickson Co. Fair	Fentress Co. Fair
Fair Shirt - - collar, embroidered logo	Putnam Co. Fair	Polk Co. Fair	Gibson Co. Fair
Best of Show (must have at least 5 items entered in Showcase to be eligible)	Fentress Co. Fair	Wilson Co. Fair	Cocke Co. Fair

Fair History

Tennessee fairs began, when in 1854, the Bureau of Agriculture in Tennessee (now known as the Tenn. Dept. of Agriculture) was established for the primary purpose to promote in every practical manner, the industry of agriculture through fairs and livestock shows. Tennesseans answered the call in 1854 by the U. S. Agricultural Society in Washington, D.C. that saw the needs and concerns of farmers and planters about soil conservation, diversifying crops and transporting agricultural products to the market. State legislative acts were passed that provided funds for the fairs to begin. For over a century, fairs have survived wars, epidemics, economic depressions, fires and social revolutions. Through all this, agricultural fairs have managed to maintain their high reputation for youth and adult agriculture involvement, fun, fascination, excitement, education and amusement.

In Tennessee, eight fairs have been recognized by the Tennessee Department of Agriculture, as being Century Fairs, those agricultural fairs in the state that have been in continuous fair operation for 100 years or more. In addition to a signed certificate for the fair, each fair is awarded a permanent bronze plaque marker that is installed on the fairgrounds. In 2004, the Lincoln County Fair in Fayetteville received the Century Fair designation. The Lincoln County Fair hosted several special events during the fair to celebrate 100 years, the fair having begun in 1904. Future plans are to further document the history of fairs with a *Century Fair* exhibit in Nashville. In 2003, seven Tennessee fairs received *Century Fair* distinction: Those fairs receiving the certificate of honor, their location and the year of their first fair are: **Anderson County Fair**, Clinton, TN, 1889; **Coffee County Fair**, Manchester, 1857; **DeKalb County Fair**, Alexandria, 1856; **Gibson County Fair**, Trenton, 1855; **Mid-South Fair**, Memphis, 1856; **West Tennessee State Fair**, Jackson, 1855, and **White County Fair**, Sparta, 1855. These fairs received permanent bronze markers during ceremonies at each fairgrounds commemorating each as a *Century Fair* in Tennessee. In 2004 **Lincoln County Fair**, Fayetteville, received the honor and bronze marker, for their fair which began in 1904. The **Tennessee State Fair**, Nashville, commemorated 100th anniversary of their fair in 2005.

Fair Attendance Steady

The 2008 Tennessee fair season ended on October 1st with the majority of fairs statewide seeing a steady number in attendance. Fair officials contribute this to increased agricultural exhibits and participation, various new activities, attractions, entertainment and opportunities offered by the fairs in our state. For 15 weeks, beginning in June, 60 county and 4 regional fairs dotted the Tennessee countryside attracting approximately 3.2 million visitors.

Fairs offered participants opportunities to exhibit livestock and agricultural products and to educate the public about agriculture in Tennessee. Fair staff and volunteers planned, worked and prepared tirelessly for the 2008 fair season. The year-long preparations result in wholesome family fun and education for people of all ages. And this all comes to the visitors in an atmosphere where agriculture, industry and most importantly, people, converge to celebrate the crops from the land, the experiences of family livestock operations, and the exciting sights, smells and sounds of the fairs.

N.A.A.F.A.

The National Association of Agricultural Fair Agencies is an organization of members from the state departments of agriculture and fair associations. This organization was founded for the purpose of promoting fairs and shows with an educational emphasis, as well as to develop a closer working relationship among state agencies. These members are involved in the administration of fair programs to benefit the fairs in respective states. Currently members of NAAFA represent 18 states.

2008-09 N.A.A.F.A. Officers

President: Michael Treacy, California Dept. of Agriculture

Vice-President: Bob Williams, Wisconsin Dept. of Agriculture

Sec.Treas.: Lynne Williams, Tenn. Dept. of Agriculture

To receive the NAAFA newsletter or receive more information on the NAAFA organization, contact: Lynne Williams, Secretary, N.A.A.F.A., c/o Tenn. Dept of Agriculture, P. O. Box 40627, Nashville, TN 27204.

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